



**MINUTES
ART REVIEW BOARD
MEETING OF JUNE 17, 2010**

CALL TO ORDER

Chairperson Raymond Tong called the meeting to order at 1:35 p.m.

ROLL CALL

Present: Chairperson Raymond Tong, Board Member Susan Longini, Board Member Laurie Manuel
Board Member Beth Booth arrived at 1:50p.m.

Absent: Vice Chairperson Carol Lawton

Staff Present: Barbara Meerjans, Art Review Board Secretary and Senior Planner
Scott Ruhland, Associate Planner

APPROVAL OF MINUTES

None

DISCLOSURES

None

CONSENT CALENDAR

No items.

PUBLIC/ORAL COMMUNICATIONS

None

PUBLIC HEARING ITEMS

- Item 1. GENERAL PLAN 2030 – ART POLICIES IN THE GENERAL PLAN** – to receive staff presentation of status of the General Plan update in regards to art policies.
Contact Person – Scott Ruhland, (510) 494-4453, sruhland@fremont.gov

Staff presented information regarding status of the General Plan update and specifically proposed art policies to be included in the Community Character Element as presented in the report to ARB. The proposed policies address:

- CC-8.1 Public art to create memorable spaces and places
- CC-8.2 Art in public places program
- CC-8.3 Public art in private development
- CC8-4 Art displays
- CC8-5 Performing arts

The Board provided the following comments:

- Add to Policy CC-8.1 that art should be forward looking and encourage a unique identity.
- Art is a strategic part of each community and Fremont has not had a comprehensive policy therefore projects have been site specific.
- Policy CC8-4B should be revised to not exclude artists that are not residents.
- Remove phrase regarding use of Fremontia flower as a symbol of Fremont from Policy CC-8.4A.
- Policy CC-8.2 should also include view of art from vehicles along major corridors.
- Consider how to bring art to developed town centers.
- Forms of art could include architecture, infrastructure, landscape, lighting, and temporary displays.

No formal action was required of the Board.

Item 2. MIDTOWN PRESENTATION – PROJECT UPDATE - to receive staff presentation of status of Midtown Project located in the Central planning area.
Contact Person – Jeff Schwob, (510) 494-4527, jschwob@ci.fremont.ca.us

Staff presented information regarding status of the Midtown Project. Art consultant Chandra Cerrito made a presentation of various forms of art that might be part of the Midtown Project. There was discussion of funding for art in the midtown area and the amount varied from \$.50 to \$1.00 per square foot with the possibility that the City might front some of the costs to stimulate development in the area. The Board commented that iconic buildings were important to establish the sense of place/identity desired for the midtown.

No formal action was required of the Board.

MISCELLANEOUS ITEMS

The Board discussed that October was Art Month and the possibility of an art event. The Board also discussed better coordination between the Board and the Olive Hyde Art Gallery.

ADJOURNMENT

Meeting adjourned at 3:50 p.m.

APPROVED BY:

A handwritten signature in cursive script, reading "Barbara Meerjans".

Barbara Meerjans, Secretary
Art Review Board